Orders Order / Rev: Alt Order #: 06839014 Product Desc: Issue Estimate: 1565 Flight Dates: 08/07/12 - 08/14/12 Primary AE: Amy McCreary Original Date / Rev: 08/06/12 / 08/15/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Waterfront Strategies **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Patriot Majority Advertiser Name: Demographic: A35+ New Business Thru:

Product Codes:

Priority:

PLI1

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN

Totals

Agency External ID:

Order Separation:

Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	54	\$62,375.00	\$53,018.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	54	\$62,375.00	\$53,018.75	0.00

\$62,375.00

\$53,018.75

0.00

54

00:08:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Army McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$62,375.00
Market	100%	\$194,921.88

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,476.56
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,085.94
KTUD	1%	\$1,949.22
KVVU	15%	\$29,238.28
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,796.88

<u>Ln</u>	Ch	Start	End	Inventory Code	e Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early v	v/Wagn@M	430a-5a	MTWTS	:30	3	\$150.001	0.00 NM	3	\$450.00
			•	Wake Up Early '	Wagners								
	WAKE (JP EARLY	W/THE W	/AGNERS									
	<u>Sta</u>	rt Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	Veek: 08/	07/12 (08/13/12	M-WTS	3	\$150.00	0.00				1		

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV			Wake Up Early w Wake Up Early \	-	430a-5a	MTWTS	:30	3	\$150.001	0.00 N M	3	\$450.00
			Y WITHE W										
۱۸	<u>Sta</u> /eek: 08/	<u>rt Date</u> 07/12	End Date 08/13/12	<u>Weekdays</u> M-WTS	Spots/Week 3	<u>Rate</u> \$150.00	Rating 0.00						
				Wake Up Early w		430a-5a	MTWTS	:30	1	\$200.001	0.00 NM	1	\$200.00
				Wake Up Early \	-		.,,,,,		·	Ψ200.00,	0.00 1		Ψ200.00
			Y W/THE W End Date		Spoto Milaok	Data	Dating						
V	<u>ان ان 5</u> /veek: 08	<u>rt Date</u> 07/12	08/13/12	<u>Weekdays</u> M~WT~~S	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00				1		
E 3	KSNV	08/07/1	2 08/13/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MTWTF~~	:30	1	\$400.001	0.00 NM	1	\$400.00
	WAKE	JP WITH	THE WAG	NERS									
	•	rt <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			-	ю.		
	Veek: 08/		08/13/12	M-WTF	1 hr\0.4(c\0.0)	\$400.00	0.00 -T	.20		#400.004	0.00.104	,	0.400.00
E 4			2 08/14/12 I THE WAGI	M-F 5-6a WakeU M-F 5-6a WakeU NFRS	, -	5-6a	-	:30	1	\$400.001	0.00 NM	1	\$400.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 08/		08/19/12	-T	1	\$400.00	0.00						
E 5	KSNV	08/07/1	2 08/13/12	M-F 5-6a Wakel	Jpw/Wa@M	5-6a	MTWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
				M-F 5-6a Wakel	Jp w/Wagners								
			THE WAG		Omata 88 ta a la	D-4-	D-12						
M	<u>5ta</u> /Veek: 08	rt <u>Date</u> 07/12	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
E 6				News 3 Sunrise	- Saturam	6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
	NEW/S	3 AT SUI	NRISE 8/4,8	News 3 Sunrise	SATURDAY								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 08/		08/12/12	S-	1	\$350.00	0.00						
E 7				Olympics Late N Late News durin		11pm-12:35a	am M-WTFSS	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
				LATE NEWS 7/		- .							•
V	<u>Sta</u> /Veek: 08	rt Date	End Date 08/13/12	<u>Weekdays</u> M-WTFSS	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
E 8				Sa-Su Early Nev	vs CM	5pm-630pm	S-	:30	1	\$650.001	0.00 N M	1	\$650,00
	KSNV E	EARLY N	IEWS	Sa-Su Early Nev	ws								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 08	06/12	08/12/12	S-	1	\$650.00	0.00						
E 9	KSNV	08/14/1	12 08/14/12	M-F Today Shov		9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
	TODAY	SHOW	II	M-F Today Show	WII								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 08	/13/12	08/19/12	-T	1	\$500.00	0.00						
E 10	O KSNV	08/07/1	12 08/13/12	M-F Wheel	СМ	7-730pm	MTWTF~~	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	17411	05.50	DTUNE	M-F Wheel of F	ortune								
		_ OF FOI	End Date	Weekdays	Spote MMook	Data	Pating						
٧	<u>عرد</u> Veek: 08	art <u>Date</u> /07/12	08/13/12	<u>vveekdays</u> M-WTF	Spots/Week 1		Rating 0.00						
				M-F Wheei	СМ	7-730pm	-T	:30	1	\$1,000.001	0.00 NM	1 1	\$1,000.00
				M-F Wheel of F		8							,
		L OF FOI											
	<u>Sta</u> Neek: 08.	art Date	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week		Rating						
			12 08/19/12		CM	\$1,000.00 11am-12pm	0.00 -T	:30	1	\$325,001	0.00 NM	1	\$325.00
	D. C. C.	"I P. A		Rachael Ray									
	RACHE		End Date	Mooledore	ChataBlast	D-1-	Dati						
١.	<u>Sta</u> Veek: 08	art <u>Date</u> /13/12	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
			12 08/14/12		CM	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
		• 1/			~111		•		•	T .MO.00 1	3,00 14101	• '	Ψ-120.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Noon News Noon News			•						
	3 AT NO											
<u>Sta</u> Week: 08/	<u>rt Date</u> 13/12	End Date 08/19/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
			The Tonight Show Tonight Show	/ CM	1135p-1237a		:30	1	\$425.001	0.00 NM	1	\$425.00
		W W/ JAY LE		0 (884)	ъ.	B . 0						
<u>Sta</u> Week: 08/	<u>rt Date</u> ′13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 15 KSNV	08/14/1	2 08/14/12	M-F Today Show Today 4th Hour	III 4th 16M	10am-11am	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
TODAY	SHOW	III	roddy mirriodi							Ì		
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$325.00	Rating						
Week: 08/		08/19/12 2 08/13/12	M-F 6-7a WakeU	w/Wa@M	6-7a	0.00 MTWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
			M-F 6-7a WakeU	_					• • • • • • • • • • • • • • • • • • • •			7 —
	op with	l THE WAGI End Date	ท⊨หร Weekdavs	Spots/Week	Rate	Rating				i		
Week: 08/		08/13/12	M-WTF	4	\$700.00	0.00						
E 17 KSNV	08/07/1	2 08/13/12	M-F 6-7a WakeU		6-7a	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
WAKE	UP WITH	THE WAG	M-F 6-7a WakeU NERS	p w/vvagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/		08/13/12	M-WTF M-F Jeopardy	1 CM	\$700.00 630-7pm	0.00 MTWTF	:30 .	- 1	\$1,000.001	0.00 NM	1	¢4 000 00
E 10 KONV	00/07/1	12 00/13/12	M-F Jeopardy	CIVI	030-7 pm	MILMIL —	.30	'	φε,000.001	U.OU NIVI	ı	\$1,000.00
JEOPA		E 15.	A&C 1 1	On all All all	D-4	Dether						
Sta Week: 08/	<u>art Date</u> /07/12	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
E 19 KSNV	08/14/1		M-F Jeopardy	СМ	630-7pm	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
JEOPA	RDY		M-F Jeopardy							1		
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/19/12	NA E E - III NI - III	**	\$1,000.00	0.00	-20		#4 000 004	0.00 NIM		*** *** ***
E 20 KSNV	08/07/	12 08/13/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
	NEWS											
<u>Sta</u> Week: 08.	art <u>Date</u> /07/12	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00						
			M-F Early News	CM	5-630p	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
EADIV	'NEWS		M-F Early News									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/19/12	нТышыны		\$1,000.00	0.00						
E22 KSNV	08/07/	12 08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00
EARLY	NEWS		IN-1 Larry NOWS									
	art Date	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
Week: 08 E 24 KSNV				СМ	3-4p	-T	:30	1	\$450.001	0.00 NM	1	\$450.00
			Dr Phil		•							,
DR. Ph Str	ના∟ art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/19/12	-T	1	\$450.00	0.00						
E 25 KSNV	08/07/	12 08/13/12	NEWS 3 at 4 (1		4-5pm	MTWTF	:30	1	\$600.001	0.00 NM	1	\$600,00
FIRST	NEWS 3	AT FOUR	4PM NEWS (1 h	iour)	(4:00 PM-4:3	ou PIVI)						
St	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 08 E 26 KSNV		08/13/12	M-WTF	1 CM	\$600.00 4-5pm	0.00 -T	:30	1	\$600.001	0.00 NM	1	\$600.00
EZU NOINV	00/14/	12 00/14/12	•	CIVI	4-9biii	-1	.30	1	φουυ.υυ Ι	U.UU INIVI	ı	φουυ.υυ

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Ln Ch End Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Start Days Len Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -T----\$600.00 0.00 E 27 KSNV 08/07/12 08/13/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$700.001 0.00 NM \$700.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date Weekdays Spots/Week End Date Rate Rating Week: 08/07/12 08/13/12 M-WTF--\$700.00 0.00 E 28 KSNV 08/07/12 08/13/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$700.001 0.00 NM 1 \$700.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Weekdays Start Date End Date Spots/Week Rate Rating Week: 08/07/12 08/13/12 M-WTF--\$700.00 0.00 E 29 KSNV 08/14/12 08/14/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$700.001 0.00 NM 1 \$700.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -T----\$700.00 0.00 E 30 KSNV 08/07/12 08/13/12 NEWS 3 at 4 (1 HOUR)CM MTWTE--4-5pm :30 \$700.001 0.00 NM \$700.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/07/12 08/13/12 M-WTF--\$700.00 0.00 E31 KSNV 08/07/12 08/13/12 Olympics Primetime СМ MTWTFSS 7pm-12am :30 4 \$6,000.003 0.00 NM \$24.000.00 Olympics Primetime 2012 SUMMER OLYMPICS: PRIME COVERA Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/07/12 08/13/12 M-WTFSS 4 \$6,000.00 0.00 E 32 KSNV 08/07/12 08/13/12 Today Show CM 658a-9am MTWTF--:30 2 \$1,400,001 0.00 NM \$2,800.00 **Today Show TODAY SHOW** Spots/Week Start Date End Date Weekdays Rate Rating M-WTF--Week: 08/07/12 08/13/12 2 \$1,400.00 0.00 E 33 KSNV 08/07/12 08/13/12 **Today Show** CM 658a-9am MTWTF--:30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/13/12 M-WTF--Week: 08/07/12 \$1,400.00 0.00 E34 KSNV 08/14/12 08/14/12 Tues PR 8-10p CM 8-10pm -T----:30 1 \$4,000.001 0.00 NM \$4,000.00 Tuesday Prime 8-10pm AMERICA'S GOT TALENT (O) 8/14-9/4 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -T----\$4,000.00 0.00 N 35 KSNV 08/13/12 08/13/12 Early Today CM 4-430am M-----:30 \$175.001 0.00 NM \$175.00 Early Today **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 M----\$175.00 1 0.00 Totals \$62,375.00